15

ABSTRACT

A method for generating a recommendation for a user is provided. The method includes: identifying a first group of other users, the first group having a plurality of first individuals associated with user preferences and/or user profiles that are considered positive influences in generating a recommendation; and generating the recommendation for the user based on the user preferences and/or user profiles of the first individuals. The method can further include: identifying a second group of other users, the second group having a plurality of second individuals associated with user preferences and/or user profiles that are considered negative influences in generating a recommendation; where the generating of the recommendation is further based on the user preferences and/or user profiles of the second individuals.